

MARKETING SPECIALIST

CLASS SUMMARY

Under direction, works with District staff involved with contract education and economic development programs to market these programs and services to business and industry. Performs other duties as required.

REPRESENTATIVE DUTIES

Arranges and conducts meetings with business and industry to develop opportunities for economic development programs and instructional contracts; develops and organizes systems for calling, tracking, scheduling and follow-up; explores industry needs, timelines, and other requirements and conveys information to appropriate District staff; assists in development of proposals and instructional contracts; serves as liaison to local entities involved in economic development; attends meetings and delivers presentations on the District's economic development programs and services as requested; prepares promotional materials; may assist in program monitoring, reporting, and proposal preparation; performs marketing and solicitation as assigned.

ORGANIZATIONAL RELATIONSHIPS

This position reports to the designated manager.

DESIRABLE QUALIFICATIONS GUIDE

Training and Experience

Any combination of training, education and/or experience equivalent to a Bachelor's degree with two years of experience in marketing required.

Knowledge and Abilities

Knowledge of: local business and industry; marketing principles; proposal and contract development.

Ability to: communicate effectively verbally and in writing; effectively interact with industry as well as District personnel; independently manage time and coordinate workload; devise and prepare reporting systems; operate computer equipment and appropriate software.

License: possess a valid California Motor Vehicle Operator's license with a driving record that meets the minimum standards established by the District's insurance carrier.